

WPLW  
102.5 - FM  
HILLSBOROUGH, NC

ISSUES AND PROGRAMS REPORT

FOR

STATION WPLW

1st QUARTER 2011  
(Jan. 1<sup>st</sup> - March 31<sup>st</sup>)

Compiled by:  
Mike Biddle, Assistant Program Director

Radio station WPLW-FM has compiled a list of issues those area residents feel are a major concern to the Raleigh-Durham Metropolitan (MSA). WPLW-FM conducts regular ascertainment of community leaders, businesspersons, and residents of our coverage area to determine the issues of importance to our listeners.

WPLW-FM utilizes this list as a basis for our programming response to selected issues each quarter. Typically WPLW-FM addresses the issues in its Sunday program called "Carolina Newsmakers", and thru a series of live and pre-recorded announcements.

The current issues as of March 31st, 2011 included:

Q1 2011

ISSUES:

1. Crime/Drugs
2. Family/Youth/Elderly
3. Economy
4. Growth/Roads/Transportation/Traffic
5. Education
6. Housing
7. Environment/Health
8. Private/Public/Accountability
9. National Security
10. Politics

**"Carolina Newsmakers"**  
**1<sup>st</sup> Quarter 2011**  
**WPLW runs this from 6a-6:30a Sundays**

Jan. 2<sup>nd</sup>- "Interview with Wayne Goodwin", North Carolina State Insurance Commissioner. Issues Covered: Regulating Insurance; Fire Safety; North Carolina State Legislature; State and Federal Government; Health Care Reform; Embezzlement and Insurance Fraud; The State Budget; Grants to Fire Departments in Counties Across North Carolina. Time 29:30 – 3,8,10

Jan. 9<sup>th</sup>- "Interview with Tom Tillis", Speaker of the House for the North Carolina House of Representatives. Issues Covered: U.S. Geography; Non-Profits; Management Consulting; Constitutional Requirement in North Carolina to Have a Balanced Budget; State Revenues and State Taxes; Public Safety; Education; Reducing Corporate and Personal Taxes; "Hidden" Taxes; Tax Reform; Population Growth; NC's Infrastructure; North Carolina's University System and Community College System; Transportation; Toll Roads; The New Republican Majority in the North Carolina General Assembly; Redistricting; Gerrymandering; Urban/Rural Issues; NC Topography. Time 29:30 - 3,4,5,8,10

Jan. 16<sup>th</sup>- Carolina Newsmakers "Interview with Ran Coble, Executive Director, NC Center for Public Policy Research. Issues Covered: Economic Recovery; Employment and Unemployment; Business and Industry; Agriculture; The Recession; State Taxes; State Budget; North Carolina General Assembly; The New Republican Majority in the State Legislature; Redistricting; Minority/Hispanic Voters/Population; Illegal Immigration; Independent Voters; Leadership Positions in the State House/Senate; Charter Schools; Voter ID; Campaign Finance; Fraud Against the Elderly. Time 29:30 - 3,4,5,8,10

Jan. 23<sup>rd</sup>- "Interview with Lt. Governor Walter Dalton." Issues Covered: North Carolina General Assembly; State Budget; Economic Development; Population Growth; State Revenue; NC Justice System; The New Republican Majority in the NC House/Senate; Public Education; Cuts to State Government Services; Political Parties; Business and Industry; Urban/Rural Issues; Employment and Unemployment; U.S./NC Exports; Job Creation; Health Care Industry; Bio-Tech Industry; Military Contracts. Time 29:30 3,4,5,8,10

Jan. 30<sup>th</sup>- "Interview with John Brantley, Airport Director, RDU International Airport. Issues Covered: The Airline Industry; Transportation; Fuel Prices; Hubs for Different Carriers; Construction at RDU; Deregulation of the Airline Industry; Terminal 2 at RDU; Consumerism; Piedmont and Eastern Airlines; U.S. Flights and International Flights; Terrorism and Airport/Airline Security; Body Scanner Machines; Baggage Check-In

Procedures; Growth/Usage of RDU; Reduction of Airline Fleets; Terminal 1 Reconstruction. Time 29:30 - 4

Feb. 6<sup>th</sup>- "Interview with David Price, U.S. Congressman from the 4<sup>th</sup> District of North Carolina. Issues Covered: The Economic Recovery; The Recession; Business and Industry; Consumerism; Speaker of the House; Leadership in the U.S. House; No Child Left Behind Law; Bi-Partisan Politics and Cooperation; Healthcare; Appropriations Committee; Homeland Security; Federal Budget; Transportation; Education; State of the Union Address; Energy and Energy Conservation; Science and Technology; Research and Development; International Relations. Time 29:30. – 3,4,5,8,10

Feb. 13<sup>th</sup>- "Interview with Brad Crone, Founder, "Campaign Connections." Issues Covered: Print Media; Local Newspapers; Internet and New Media; Social Media; Information and Technology; Accuracy of Data on the Internet; Advertising; Consumerism; Health Care Reform; Political Parties; Federal Government; Popularity of Governor Bev Perdue; Upcoming Elections in North Carolina; Education; Economic Recovery in North Carolina; Ethics; North Carolina Democratic Primaries; The Recession; State Budget Cuts and Budget Deficit; State Tax Revenues; NAFTA; Loss of Manufacturing and Textile Jobs in North Carolina; Cuts to State Government Spending; The "Tea Party" Movement; Independent Voters. Time 29:30 – 3,4,5,8,10

Feb. 20<sup>th</sup>- "Interview with John Hood", President and Chairman of the John Locke Foundation. Issues Covered: State Government; State Legislature; Redistricting; State Budget Deficit; State Tax Revenue; Short-Term and Long-Term Deficits; Social Security; Medicare and Medicaid; Ex Post Facto Laws; Service-Oriented Economy; Sales Tax Reform; Income Taxes; The Upcoming General Elections; Governor Bev Perdue's Popularity; Political Parties; Upcoming Democratic Gubernatorial Primary; Rural and Urban Issues; The Geographic/Demographic Shift of New Congressional Districts; Leadership in the General Assembly; Education; The Governor's Use of Veto. Time 29:30. - 3,4,5,8,10

Feb. 27<sup>th</sup>- "Interview with U.S. Congresswoman from North Carolina, Renee Elmers." Issues Covered: Political Campaigns; Political Parties; Healthcare; Healthcare Costs; Cost of Insurance; Consumerism; Healthcare Reform; Liberal/Conservative Thought; 2010 Elections; Congressional Voting Patterns; The Economy and the Recession; Employment and Unemployment; Business, Industry, and Commerce; NC Imports/Exports; Growth of the Federal Government; Small Business Owners; Government Agencies and the Federal Stimulus Package; Federal Deficit; Oil and Gas Prices; The Middle East; Energy Independence; New Energy Sources and the Environment; Congressional Committee Assignments; Global Economy; Republican Leadership in Congress; Media and Technology; Communications; Foreign Policy and U.S.-Israeli Ties; Terrorism and Homeland Security. Time 29:30 - 3,4,5,8,9,10

Mar. 6<sup>th</sup> - "Interview with William C. Friday", Head of the North Carolina University System from 1956-1986." Issues Covered: Senior Issues; Textile Industry; Education; The Great Depression; The University System; Community College System; Private Colleges in North Carolina; Research Triangle Park; Research Grants; Federal Government; Job Creation; Agriculture; Science and Technology; In-State and Out-of-State Students; "North Carolina People"; UNC-TV; Population Growth; College Tuition; Public Schools; Charter Schools. Time 29:30. 3,5,10

Mar. 13<sup>th</sup> - "Interview with Tom Jensen", Director, Public Policy Polling. Issues Covered: Polling; Economic Recovery; Politics and Political Parties; President Obama's Popularity/Polling Numbers; Popularity of Potential Republican Presidential Candidates; NC Redistricting; Unaffiliated Voters; Popularity of Sarah Palin; Popularity of Senator Richard Burr and Senator Kay Hagan; Polling of the New Republican Majority in the North Carolina General Assembly. Time 29:30 – 3,10

Mar. 20<sup>th</sup> - "Interview with President Pro Tem of the North Carolina Senate, Phil Berger. Issues Covered: State Legislature; State Budget; State Budget Shortfall; Balancing the State Budget; Population Growth; The Economy; North Carolina's Infrastructure; Revenue Projections; House Appropriations Committee; Political Parties; The Governor's Use of Veto; Federal Government; State Government; Income Taxes; Business Incentives; North Carolina's Tax Structure; Job Creation; Employment and Unemployment; Development of the Energy Sector in North Carolina; NC's Natural Gas Reserves; Energy and the Environment; Redistricting; Geographic Configurations of Congressional Districts; Time 29:30 - 3,4,5,8,10

Mar. 27<sup>th</sup> - "Interview with David Hoyle", NC Secretary of Revenue, and Former Senator in the North Carolina General Assembly. Issues Covered: Senate Finance Committee; Senate Commerce Committee; State Government; Education; NC University System; Science and Technology; Research; Engineering Degreed Programs; Population Growth; Transportation; NC's Infrastructure; Managing the State's Budget; The State's Revenue; State Taxes; Sales Taxes; Interstate Commerce; Politics and Political Parties; Small Business Taxpayers Protection Act; NC's General Assembly; Attracting Industries to North Carolina; Business Incentive Taxes; Lowering Corporate Income Tax Rates in NC; Manufacturing Jobs in NC; Rebuilding the Economy in NC; Bio-Tech Jobs; Unaffiliated/Independent Voters in NC. Time 29:30 - 3,4,5,8,10

## **RECORDED PUBLIC SERVICE ANNOUNCEMENTS THAT AIRED ON WPLW**

Ronald McDonald House of NC - 2  
Spot Title: "Share Your Heart"

Length: 30 seconds  
Air Dates: 20 spots 2/1-2/13

Girl Scouts -2  
Spot Title: "Cookie Time"  
Length: 30 seconds  
Air Dates: 30 spots 2/8-2/27 & 10 spots 3/2-3/6

North Carolina School of Math & Science -2,5  
Spot Title: "Pulse/NCSMS Food Drive"  
Length: 30 seconds  
Air Dates: 30 spots 2/22-2/27

United NC.ORG – 2,8  
Spot Title: "Voices"  
Length: 30 seconds  
Air Dates: 30 spots 2/8-2/27 & 50 spots 3/1-3/30

### LIVE EVENTS

Pulse 102 co-sponsored a Guinness Book of World Record food drive at the North Carolina School of Math & Science on Saturday March 5<sup>th</sup>. Pulse 102 conducted a live broadcast from 12p-2p to encourage listeners to bring donations to help feed the homeless. The end result was a world record, with over 500,000 pounds of food collected in just one day. – 2,5